

INTERCOLLEGIATE BROADCASTING STATION REPRESENTATIVES

507 FIFTH AVENUE • NEW YORK • VANDERBILT 6-6075

February 26, 1941

Mr. H. Grant Theis
Princeton Broadcasting Service
Princeton University
Princeton, New Jersey

Dear Hank:

I have been in touch with the Princeton Club trying to get a copy of the Alumni magazine showing your studios.

The programs which have already been offered to advertisers for Princeton include:

1. The Esso Reporter
2. A thirty-minute weekly program which will tie together by telephone lines Princeton, Cornell, Brown, Williams, Wesleyan, Rhode Island State and Columbia. This is a Quiz program to be conducted at a different college each week by an outstanding celebrity.
3. "Man of the Week" program
4. A transcribed weekly thirty-minute program of the Harvard Radio Workshop. Records will be distributed to eight colleges including Princeton.
5. A Spot program
6. Two classical music programs (1/2 hour each).
7. Take it or leave it (1/2 hour program).

Letters have been sent out to the large advertising agencies and news releases are forthcoming.

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2/26/41

You realize that advertisers make a complete survey of the market before signing contracts; I cannot rush them. If, for any reason, you cannot accept ^{any} of the above programs, please let me know immediately.

Enclosed you will find our new rate card. You are in Group B and your net is one-half of the listed rate. The maximum discount, as you will notice, is ~~15~~¹⁷ instead of $22\frac{1}{2}\%$.

I hope everything is running smoothly.

Sincerely,

Louis M. Bloch Jr.

LMB:M
Encl.

MANAGER